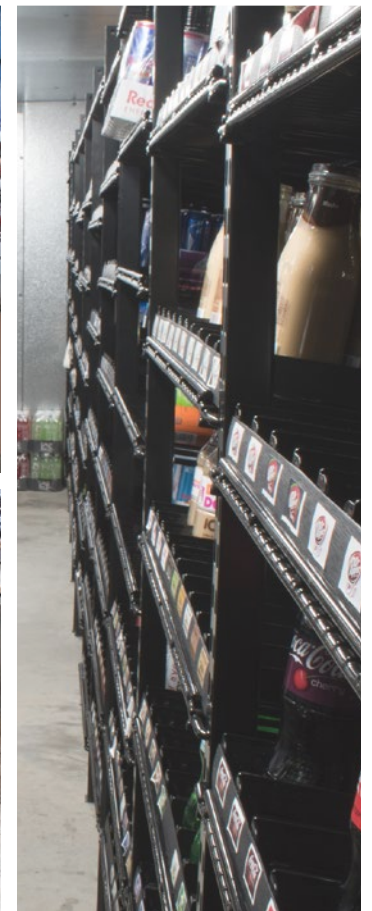
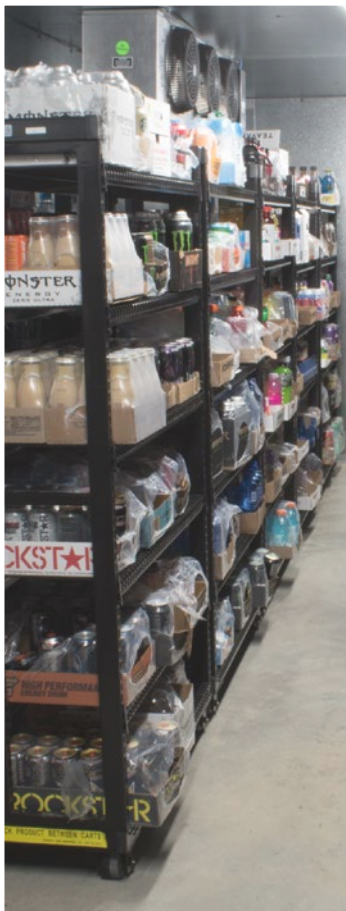




# C-STORE

Merchandising Capabilities

 Division of PFI HOLDING CO. LLC





DIVISIONS OF PFI HOLDING COMPANY, LLC

PFI Holding Company owns **Presence From Innovation (PFI)**, **Butler**, and **Jahabow**. The PFI group of companies is able to provide permanent, semi-permanent, and temporary display solutions to all of our customers. Affiliation enables whole-store approach to developing solutions.

PFI Holding Company is headquartered in St Louis, Missouri. Our central Midwest location provides tangible shipping advantages in delivery time and freight savings across the US.

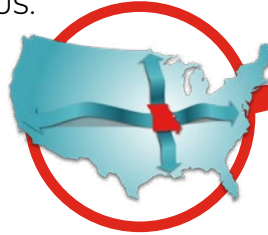


PFI Holding Company is headquartered in St Louis, MO



### People

270+ Employees



### Facilities

233,000 square feet of production space

124,000 square feet of distribution center storage

Sourcing, engineering and logistics office in China

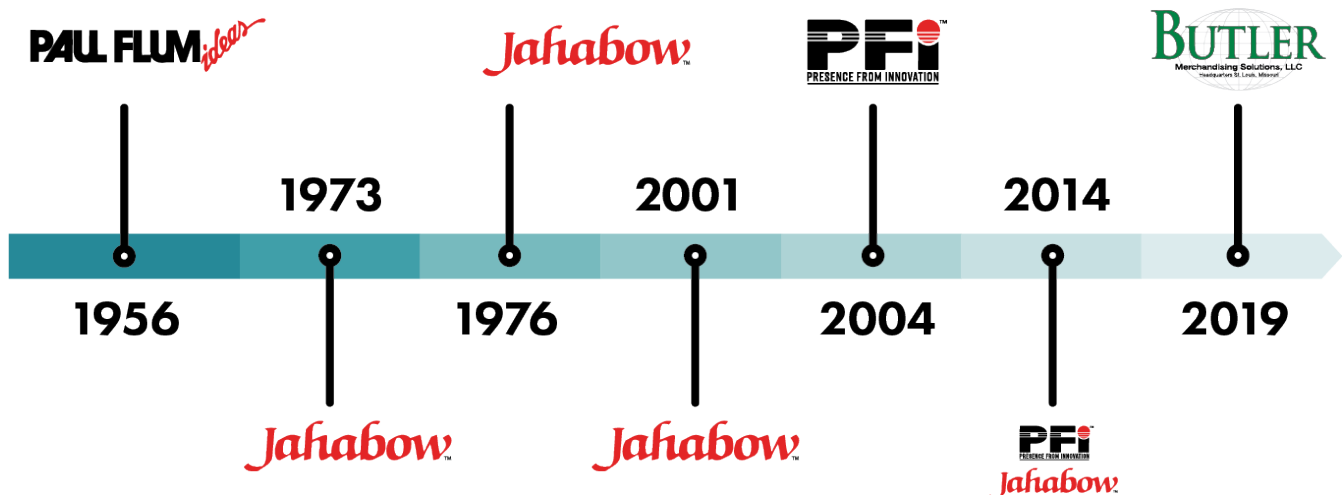


### Distribution

Logistics & Planning

Experience with large retail roll-outs

Professional team with 94% on-time delivery rate









## Cold Vault Merchandising

When it comes to Cold Vault Merchandising, finding the right combination of solutions is critical for your needs. PFI created cold vault gravity merchandising over 35 years ago. Today we provide multiple glide and roller products which can be tailored to your specific brand or store merchandising needs. Our solutions will consistently keep product fronted for quick purchase while optimizing all available vertical space.

### COOL GLIDE 2020

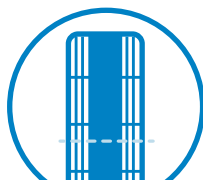
AVAILABLE IN 5 TRACK WIDTHS

FITS ANY SIZE SHELF

Our newest Cool Glide innovation. Fixed width glides that consistently front products. Ideal for quick, effective resets in Convenience Stores. Our full product offering with two depths provide merchandising for almost every need.



CRYSTAL CLEAR  
PRODUCT STOP



DEEPER  
GLIDES



GRAPHIC  
CHANNELS



FIT ANY SIZE  
BEVERAGE



BREAK-OFF  
SECTIONS



## Intelli-System™

THE ADJUSTABLE DIVIDER SOLUTION

The Intelli-System (Intelli-Roller and Intelli-Glide) accommodates an infinite combination of short and tall single serve and multi-pack configurations on a single shelf. Adjustable dividers are detached from the clear product stop to provide a better view of branded packaging. Intelli-Roller is designed with a unique roller technology to ensure paperboard and dairy packaging consistently front as product is shopped.



## Can Rollers

TAKE ADVANTAGE OF UNUSED SPACE IN THE COOLER DOOR

Take advantage of available vertical space in the cooler door by adding a can roller to the cold vault. All you need is 5" of available vertical space and these solutions could be adding incremental facings of highly profitable products.



## Spacemaker®

THE "ADD-A-SHELF" SOLUTION

Cold Vault shelving comes in all shapes and sizes. Over time, it becomes harder to find replacement shelves for existing shelf systems. Spacemaker products adjust in two different directions providing you with a structure that will "Add-A-Shelf" to any cooler door.





## Ice Coolers

Ice Coolers are perfect for impulse cold beverage purchases. Multiple variations to fit your merchandising needs. Contact our award winning team to help you grow your profitability.

### Iceman®

IMPULSE COLD BEVERAGE PURCHASES

Retail Ice Barrel Cooler with wheels that maximizes brand exposure. Perfect for impulse cold beverage purchases in convenience store and food service channels leak-proof drain guaranteed for life.



### 4 Variations for Your Merchandising Needs:



#### ICEMAN I

Workhorse ice cooler to maximize your brand's exposure!



#### PREMIUM ICEMAN I

Offers a color lid and lid decal for more branding possibilities.



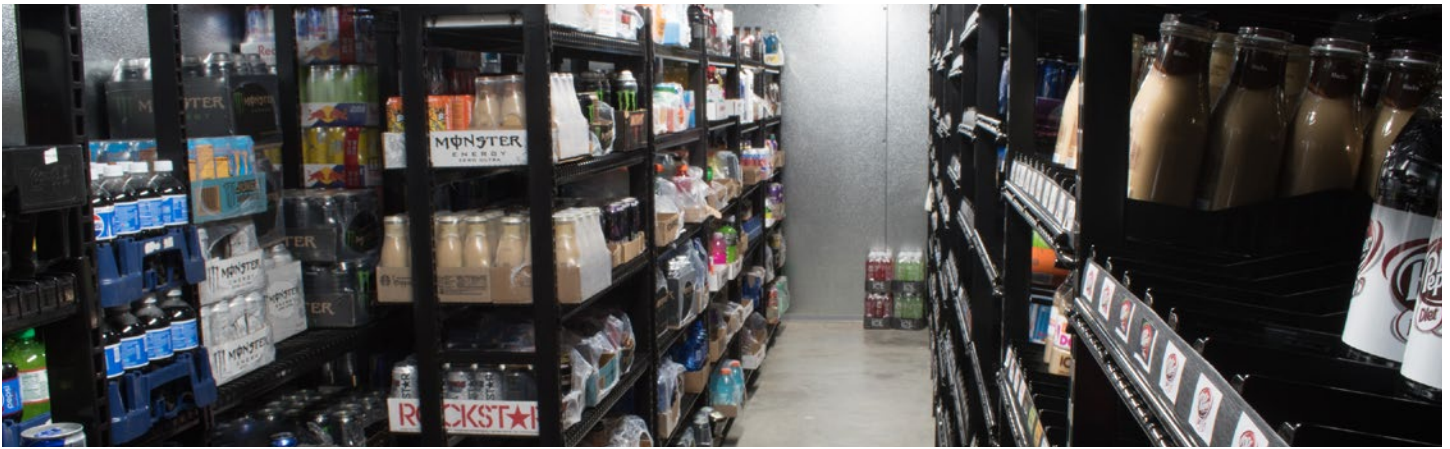
#### ICEMAN 3-In-1

Features three graphic sections for merchandising different brands/flavors on one unit.



#### ICEMAN II

Narrow retail ice barrel cooler with wheels designed to better mirror the sleek packaging of slim cans.



## Inventory & Shelf Systems

PFI's inventory management system provide solutions for organizing all storerooms. Our systems allow you to gain access to all product to reduce inventory time.

### Stockmaster™

TAKE CONTROL OF WALK-IN COOLER

Inventory management system for walk-in cooler. Organize and manage full and partial cases in an organized, safe environment. Rear stationary sections create a location for full cases to be stored off the ground before they get transferred forward for product staging. Front mobile section allows for easy access to load glides for sales in cooler.





## Bag-in-Box Stockmaster™

ORGANIZE BAG-IN-BOX DELIVERIES

Mobile cart transfers syrup concentrates from inventory to fountain dispensers. Have inventory on same unit as working stock. Meets sanitation requirements - excess stock is stored off ground to prevent contamination. Reduces work related injuries associated with loading and unloading syrups



## Stockmaster™ IMC Cart

TAKE ADVANTAGE OF ADDITIONAL  
BACKROOM STORAGE

Mobile cart that allows for utilization of additional backroom inventory if space is available. Control overflow inventory of single serve bottles and cans in your walk-in cooler. Vertically adjustable shelves.



## Retail Shelving

CUSTOM CONFIGURATION SHELVING FOR  
WALK-IN COOLER

Capitalize on sales in your walk-in cooler with open shelving. Custom configurations allow you to direct traffic flow in your store. Performance, durability and reliability tested. Make-to-order configurations accommodate your inventory needs.





## Cooler 21 - C21™

EFFORTLESSLY RESET FULLY LOADED SHELVES

The C21 is an innovative cooler shelving system that allows one individual to reposition fully loaded shelves. Save time and money on expensive restocks while getting the most facings in your cooler doors. Structural crossbars eliminate warped shelving. Narrower uprights equals more horizontal shelf space. Compliment the C21 with our many shelf glides such as Cool Glide 20/20 or the Intelli-System.

**Newly redesigned C21 Shelf is now even easier and more reliable to use!**



*C21 uprights and shelving shown in open cooler door*







## Bakery Display Cases

Capitalize on the trend of high-margin, produced food options. Donuts and baked goods are a smart bet to engage customers at the breakfast rush and snack occasions. Our bakery cases are made in the U.S.A. from high quality materials. Fast lead times guarantee that our cases can be in your store in less time.



**92500 Series**  
Donut/pastry merchandiser



**96000 Series**  
22° Slant front display case



**97000 Series**  
9° Slant front high volume  
non-refrigerated display



**99342 Series**  
Countertop pastry bakery  
display with bag bins and  
wood accent top



**99370 Series**  
Countertop pastry display case -  
same as 99342 with pedestal base



**92000 Series**  
Countertop bakery display case





### BMB Series

Wire basket bakery display case for bagels



### Wall Series

Tall bakery display cases for placement along walls



### Large & Small Pastry Tables

Premium merchandiser for a variety of products in bakery departments



## Other Services

PFI offers project management services. Our C-Store team has the industry experience and knowledge to provide the right solutions for your store.

## Project Management

PFI offers suggested plan-o-gram layouts of our equipment tailored to your store's dimensions and equipment needs. Our Project Managers can train your installation teams on the proper construction of PFI equipment. In addition to our installation instructions, we offer training tools to ensure your stores team can utilize our equipment to it's fullest potential.



# Now Offering Corrugated Displays

PFI is now offering a full slate of corrugated display solutions. These highly customizable displays will grab customers attention in convenience stores.



## Case Sleeves

Store beer/wine/spirits cases underneath while merchandising open cases on top.



## Display Racks

Sell single serve bottles and trial products. Multiple shelf options available.



## Bulk Stacker

Display for stacking bulk cases of product.



## Pole Displays

Complements displays for promotion based advertising.



## Counter Toppers

Take advantage of impulse purchases at check out.



## Dump Bins

Versatile display for loose single serve products. Multiple divider options available.





PRESENCE FROM INNOVATION

# C-STORE

## Merchandising Capabilities

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**PFI**<sup>TM</sup>  
PRESENCE FROM INNOVATION

**Jafabow**<sup>TM</sup>

**BUTLER**  
Merchandising Solutions, LLC

 DIVISIONS OF PFI HOLDING COMPANY, LLC